

ENGINEERING & ENVIR. SVCS. DEPARTMENT

Hameed Malik, Ph.D., P.E., Director

MEMORANDUM

TO: Andy Penick, Procurement Director
FROM: Hameed Malik, Ph.D., PE, Director - Engineering & Environmental Services
DATE: Monday, August 10, 2025
SUBJECT: TIA Funded Augusta Downtown Roadway Infrastructure Projects Improvement Construction- Impact to Downtown Business Corridor and Associated Public Relations and Communication (PR) Urgency
PR Services Engagement under Augusta, Georgia Emergency Procurement
TIA Projects PI# 0011382, 0011389, 0011409 (Broad St., Green St., Telfair St.)

Augusta Engineering & Environmental Services Department (AE) is seeking to make an emergency "Public Relations & Robust Communication" procurement to ensure the continuity of the Georgia Transportation Investment Act (TIA) funded Augusta Downtown Corridor roadway improvement projects which are already under construction. One of the key corridors is the Augusta downtown business district, particularly Broad Street. Key improvements include construction of dedicated bike lane, upgrading parking to current standards, sidewalk reconstruction, lighting, landscaping and enhancement roadway median linear park segments including reconstruction & enhancement of Broad Street James Brown Linear Park. It requires travel lanes closure, traffic routing, and maintaining access to business & other facilities, managing on road parking and directional messaging. Given the magnitude of construction activities and its daily impact to surrounding business, having continuous public relations and communication plan (PR & C) and its effective implementation is critical and warranted. For the past year PR & C was carried by AE internally. However, this year, construction shifted to Broad Street improvements, which is the heart of Augusta Visitor's Destination and Downtown Business District; therefore, it is not feasible to maintain the needed PR & C using internal workforce. In addition to Augusta Commission feedback, after discussing the matter with Georgia Department of Transportation TIA Program Management Team (GDOT) and key stakeholders (such as Augusta Chambers, Downtown Development Authority, Destination Augusta), seeking PR & C professional firm service is the only effective timely option since roadway improvements construction is in progress and work has already started at the Broad Street business corridor. Continuous daily & weekly communication informing corridor business owners & operators, and stakeholders is warranted immediately. AE does not have internal resources to carry out such functions alongside management & monitoring of the actual construction work. Hence, outsourcing such services is an effective approach. Such a firm will serve as an extension of AE downtown TIA construction program & project delivery team.

After careful review of potential PR firms with needed relevant resources and availability to initiate PR & C services immediately, AE is engaging Paquin Public Relations (Firm) firm to assist with aforementioned communication & outreach. The Firm has extensive experience with managing & delivering PR & C services for similar circumstances as the Augusta Downtown roadway construction through the business district. In addition, the Firm is highly recommended for such services by checked references. Broad Street James Brown Linear Park Construction commenced on July 30, 2025 and engagement of the Firm services in timely manner is critical to minimize potential delays in construction due to lack of effective communication. These services are funded by the GDOT through downtown Tia project construction funds.

Please contact me if you have any questions.

Thank you,

cc: Darrell White & Nancy Williams - Procurement Department
John Ussery & June Hamal - Augusta Engineering

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Public Relations for the City of Augusta



PAQUIN PUBLIC RELATIONS, LLC

Your Goals. Our Mission.

You're making a meaningful investment in your community. Let our team of strategic communications experts help you amplify that impact. We are passionate advocates for our clients, with a steadfast commitment to excellence in communication. Our goal is to build strong relationships that drive greater awareness, engagement and outcomes for your initiatives. Because we share your dedication to community service, we understand the power of local government to create lasting change.



Megan Paquin, APR, CPRC **Founder and Chief Executive Officer**

Megan Paquin is an internationally recognized strategic communications professional. She has been trusted to lead high-stakes public relations and integrated marketing campaigns for some of the world's most respected organizations, institutions and high-profile individuals. Her experience spans a wide range of industries, helping clients make meaningful connections with their stakeholders and improve their communities.



Meet the Team: Our core team is experienced in nonprofit public relations, national media relations, corporate communication, organizational development and crisis communication.



Erin Charles
Chief-of-Staff, Account Director



Laura D'Abbondanza
Account Director



Jasmine Garcia
Account Coordinator

Proposed Scope of Work

From our discussion, we understand the City of Augusta requires a robust communications strategy for its upcoming road construction. Our team will develop an overarching communications plan, and ensure the timely execution of its deliverables, with a goal to ensure all stakeholders, including local businesses, are informed about and productively engaged in this important effort.

Public Relations

80 hours per month
\$20,000 monthly

We humbly recommend a minimum of 80 hours per month to provide the following support throughout both the pre-construction and construction phases.

- Meet weekly with the City of Augusta's engineering and communications teams to develop strategies and ensure alignment throughout the construction project.
- Develop a strategic public relations plan that includes measurable goals and objectives, key messages, target audiences, contact lists, and a tactical timeline and editorial calendar.
- Create and distribute all communications on behalf of the City of Augusta, working in collaboration with the city's existing communications team.
- Produce collateral and social media content for distribution across the City of Augusta's communications channels. Our team will provide messaging support for the City of Augusta's social media community management to ensure two-way communication with online stakeholders.
- Secure and coordinate earned media opportunities to generate broad awareness for the City of Augusta's investment in and activities around the downtown construction project.
- Provide key messages and communications support to City of Augusta officials related to the downtown construction project.
- Monitor, track and report on all activities and their return-on-investment for the City of Augusta. Our team will provide monthly reports in addition to any necessary reporting for city or project stakeholders.
- Proactively recommend strategies to improve the effort and to help achieve the City of Augusta's overall mission through our work together.
- As needed, our team will also provide crisis communications planning and support related to the downtown construction project at no additional fees.

Creative and Video Production

\$15,000

In addition to our monthly service fees, we recommend a total budget of \$15,000 to be allocated for creative and video production services as needed throughout the engagement.

Experience You Can Trust

Your Expertise. Elevated.

Our team is considered the “go-to” for a multinational heavy construction firm’s strategic communications needs. We provide expert counsel on high-stakes matters, including government relations and litigation communication. Recently, we successfully assisted the company as it sought to gain public support for its position in a multi-million dollar lawsuit. Our work included workforce communication, government affairs and media relations to secure the best outcome possible.

Communication for a New Generation

Orange County Public Schools counsels with our team on strategic communications initiatives. We collaborate with the District’s leadership and board to meet the evolving needs of today’s students and their families. Our work has helped the District break through a cluttered media landscape to effectively reach students, families, teachers and staff with messaging that is critical to the future state of the District.

Public Support for a Public-Private Partnership

We proudly represent one of the nation’s largest and most active performing arts centers. Our work includes strategic communication and issues management, and has resulted in tremendous gains in public support for the arts center’s initiatives and future growth. Currently, we are leading a competitive initiative to secure public funding for its next phase of development. To date, our team has built strong external and internal advocacy programs as the foundation for this campaign.

Differentiation through Communications Impact

Our team currently represents a \$15 billion hospital system as strategic communications counsel. We continuously seek opportunities to differentiate the system from its competitors by promoting legal advocacy and other internal strategies. These efforts have proven effective in managing a wide range of issues while ensuring the system continuously gains market share – no matter the challenge. Recently, we led the development of a first-of-its-kind economic impact study and campaign to demonstrate the value of continued investment in the system.



Let's Get to Work

Your thoughtful consideration of our team is greatly appreciated. We welcome further discussion and look forward to hearing from you soon.

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